

# Internship Report On Marketing Strategies of Spider Digital Security



## Supervised by

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Major in Marketing

Program: Bachelor of Business Administration

Department of Business Administration

Faculty of Business and Entrepreneurship

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**Date of Submission: 31 October 2020**

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## Letter of Transmittal

Date: 31 October 2020

Sharmin Jahan  
Assistant Professor  
Department of Business Administration  
Daffodil International University  
Dhanmondi, Dhaka.

**Subject: Submission of internship report on “An Evaluation of Marketing Strategies of Spider Digital Security”.**

Madam,

With due respect, I state that it is an opportunity for me to have my internship at **Spider Digital Security** under your supervision. I am very glad to submit my internship report titled “**An Evaluation of Marketing Strategies of Spider Digital Security**” which was a requisite for my graduation from the BBA Program. In the span of the last three months of internship, I have run the basic event management of the organization. This experience will be an irreplaceable asset in my life. In this paper, I tried to show my initiative to investigate and discover the learnings and experiences of my three months internship period at **Spider Digital Security**.

I endeavored to put my best efforts into the arrangement of this report. However, on the off chance that any deficiencies emerge, it will be my pleasure to answer any elucidation and recommendation in regards to this report.

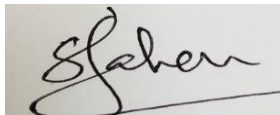
Sincerely Yours

Md. Abdur Rakib  
ID: 162-11-5154  
Major in Marketing  
Program: Bachelor of Business Administration  
Department of Business Administration  
Daffodil International University.

## Certificate of Supervisor

I am pleased to certify that the internship report entitled “**An Evaluation of Marketing Strategies of Spider Digital Security**”, has been prepared by Abdur Rakib bearing the ID: 162-11-5154 of BBA program, Major in Marketing under the Department of Business Administration, Faculty of Business and Entrepreneurship, Daffodil International University has been recommended for submission and presentation.

Md. Abdur Rakib carries a strong moral and ethical character and a very hardworking personality as a regular student. It has indeed been a great penchant to work with him. I wish him all success in life.



---

**Sharmin Jahan**

Assistant Professor

Department of Business Administration

Daffodil International University

## **Acknowledgment**

At the top, I am specifically bound to give the Lord the strength, skill, and ability to achieve my role in Spider Digital Security and also the temporary job reports irrespective of numerous complications.

I have been very happy to thank a wide variety of people for their positive assistance, encouragement, and involvement in the creation of the study.

First of all, I would like to thank my Internship Supervisor Sharmin Jahan (Assistant Professor, Business Administration, and Daffodil International University) for his advice and support on the report.

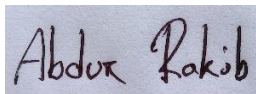
I will appreciate my Spider Digital Security Mentor, who offered me complete support, resources, and discussions. I'd like to express my gratitude. My teaching showed me away not only of knowing high quality but also of collaborating with all the collaborations to satisfy customer demands.

## Declaration

I, hereby, declare that the internship report titled “**An Evaluation of Marketing Strategies of Spider Digital Security**” embodies the results of my professional works, pursued under the arrangement of the aforesaid organization.

I further uphold that the work reported in this paper is original and no portion or the whole of the report has been submitted to any other university or institution for any degree or award or any other purpose.

The work I have presented does not breach any existing copyright. I further undertake to indemnity that Daffodil International University can take action against any loss or damage arising from breach of the foregoing obligations.



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Md. Abdur Rakib

ID: 162-11-5154

Major in Marketing

Program: Bachelor of Business Administration

Department of Business Administration

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## **Executive Summary**

In the first chapter, I discuss the background of the study, the objective of the study, the scope, methodology, and limitations of the study.

In the second chapter, I discuss the Spider Digital Security company overview, Spider Digital Security history, Company profile, Spider Digital Security location. Their vision, mission, and hierarchy.

In the third chapter, I discuss the marketing strategy of Spider Digital Security. Spider Digital Security service marketing mix. Spider Digital Security product, segmentation, targeting, and positioning. Spider Digital Security target customer, Spider Digital Security separates their segmentation demographic, behavioral. Spider Digital Security for their marketing they use digital marketing.

In the fourth chapter, I discuss Spider Digital Security problems, recommendations, and conclusion. Spider Digital Security marketing strategy problems. This last chapter finds out Spider Digital Security marketing strategy problems and gives some recommendations. Recommendation about the marketing strategy of Spider Digital Security. Conclusion Spider Digital Security. Shared my experience with Spider Digital Security Company

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# CHAPTER 1

## INTRODUCTION

## **1.1 Introduction**

Lo and behold, the service sector today is diminishing in jobs, because millions of people are struggling, undoubtedly with dignity, to establish themselves and their communities. Cybersecurity implementation is one of the simplest ways of achieving a safe cyber world first, but sadly for our Society, the need for cybersecurity has been difficult to build over decades. Nevertheless, cybercrime and business failure are a lion's share.

Spider Digital Security is one of Bangladesh's leading global cybersecurity firms for a secure online environment. The company was founded in 2013 in the United Arab Emirates. The organization has sought, over many years and above the average number of customers in consumer nations, to provide secure online service. Bangladesh also has a Spider Digital Security unit, like other developed and developing countries.

## **1.2 Background of the Study**

Training for gaining skills, knowledge, and experience is highly necessary. The Daffodil International University is one of Bangladesh's leading universities to grow international BBA graduates. Each pupil has to perform a 3-credit internship in a business company after 123 credit hours have been achieved.

Spider Digital Security is a site I've got to know in the area of action and marketing. As a student, I have spent an additional season interacting with this organization so that I take philosophical concepts about real corporate policies and practices into consideration.

## **1.3 Objectives of the Study**

The study was conducted with the following goals:

- To present the company overview of Spider Digital Security.
- To identify the marketing strategies of Spider Digital Security.
- To identify problems related to the marketing activities of Spider Digital Security.
- To make recommendations to solve the problems related to the marketing activities of Spider Digital Security.

## **1.4 Scopes of the Study**

Spider Digital Security is a fusion of the resources of a young organization to achieve the best outcomes with the least competitive business expense. In this organization, I am particularly pleased to be an intern. The breadth of the study opened the doors for corporate governance.

## **1.5 Methodology**

This study was based on the experience I acquired through my work with Spider Digital Security. To pick the topic, the research needs a structured process. For data source evaluation and compilation, the data sources and key points must be defined, categorized, updated, identified, and consistently displayed. However, communicating regularly with the employees of the company proved extremely effective. The primary and secondary data is gathered to complete this assigned document:

Primary Data Collection:

In the context of practical work, direct monitoring, informal customer discussions, and case studies of teacher's primary information were collected.

Secondary Data Collection:

Secondary data has been collected from the following sources:

- Sales record
- Website of Spider Digital Security
- Files and folders
- Online articles
- Clients feedback

## **1.6 Limitations**

There are many issues with this analysis. The research, therefore, has a range of drawbacks.

The constraints are:

### **a. Lack of Knowledge:**

As an undergraduate, I had no practical experience in the areas of quality research gathering, diagnosis, interpretation, and delivery that contributed to me having structured knowledge correctly.

### **b. Lack of Time:**

There was not enough time to get enough details to explain the precise diagnosis for this study.

### **c. Lack of Sufficient Data:**

The era of Spider Digital Security is only a few years. The results are therefore not accessible in a certain volume and the study is inferred.

CHAPTER 2

OVERVIEW OF  
SPIDER DIGITAL SECURITY

## **2.1 Introduction**

Spider Digital Security is one of the world's leading organizations in cybersecurity for a secure online environment. Web protection has been attempted by the organization. For example, the job market is rising nowadays in terms of jobs, when millions of people try, inevitably, to establish themselves and their families. Cybersecurity is one of the easiest ways to achieve a safer environment in the first place, however, unfortunately, our society has been failing for decades to build the need for cybersecurity.

## **2.2 Company Profile**

Spider Digital Security is a big security agency in a healthy business worldwide. The organization has sought to provide cyber protection since 2013, which was higher at the beginning of 2017 than the overall number of customers in the consumer countries. The World Leadership Federation has proudly awarded the Middle East Asia Leadership Summit and Award in Feb 2017 to Spider software technologies, the "Best Start-up of the Year," as a new age development services company supporting organizations and people to access their digital ability.

### **2.3.1 Location**

SPIDER DIGITAL SECURITY

Heraldic Heights Apartment Complex

Unit A-7 & B-7, Plot 2/2, Block A

Mohammadpur, Dhaka-1207

Bangladesh.

### **2.3.2 Project Description**

Name: SPIDER DIGITAL SECURITY

Status: Cyber-Security Company

Business Types: Service-Oriented

## **2.4 Company History**

Spider Digital Security was established in the United Arab Emirates in 2013. The company has tried to produce safe online service over many years which was greater than the total

number of customers in user countries. Like other developed and developing countries, Bangladesh also has a branch of Spider Digital Security.

### 2.5 Vision of Spider Digital Security

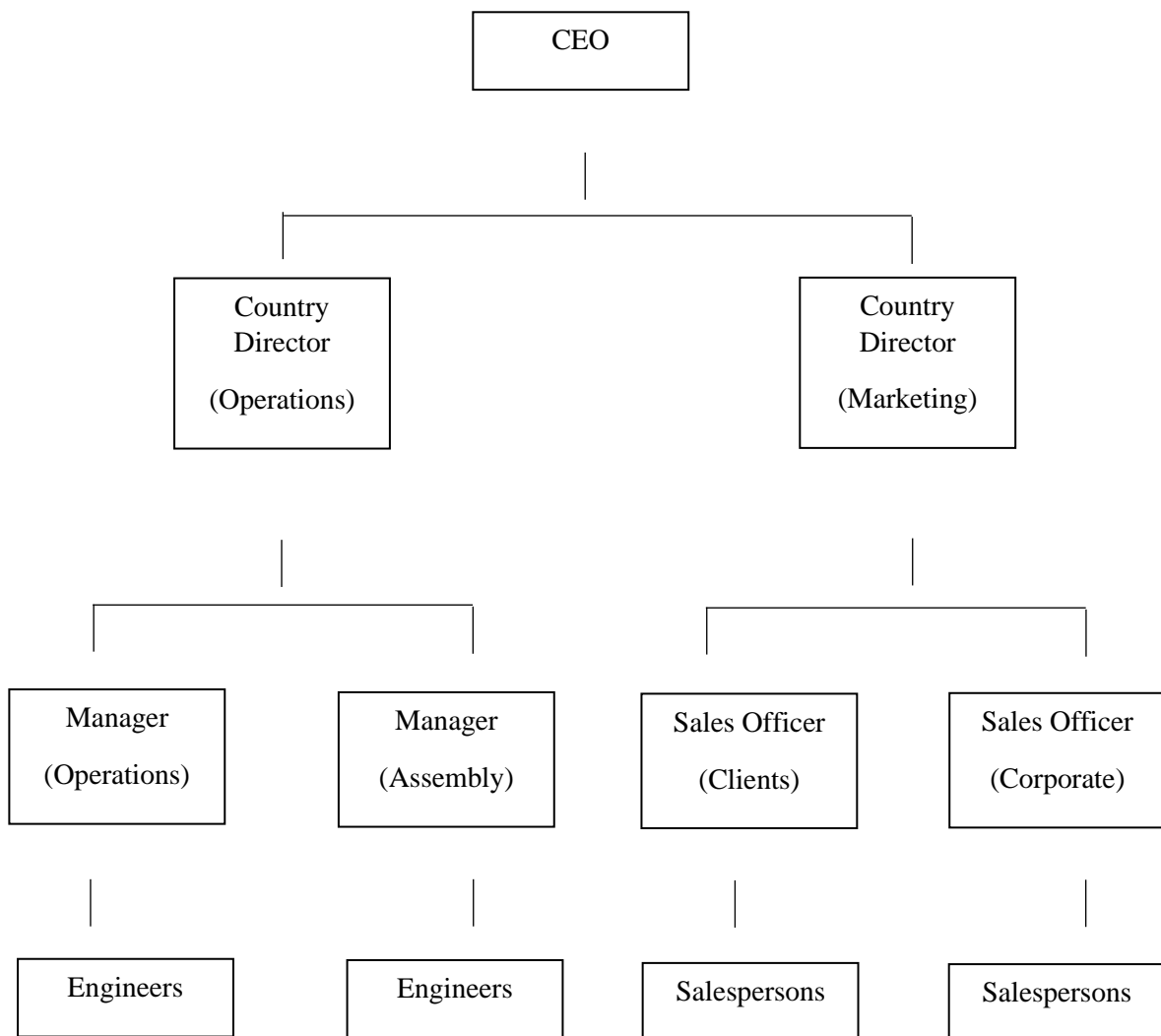
SPIDER DIGITAL SECURITY envisions building sustainable cybersecurity for the people who are working in large business industries.

### 2.6 Mission of Spider Digital Security

SPIDER DIGITAL SECURITY aims to design and change the cybersecurity industry, both in Bangladesh and elsewhere.

### 2.7 Company Hierarchy

The company hierarchy as follows



Head office:

19<sup>th</sup> floor, Conrad

Sheikh Zayed road

Opposite world trade Centre

Dubai, UAE, P.O. box 5610

UK Rep office:

Suite 319-3

32 Threadneedle Street

London EC2R 8AY

United Kingdom



# CHAPTER 3

## MARKETING STRATEGIES OF SPIDER DIGITAL SECURITY

To evaluate your organization's showcasing procedure, play out a money-saving advantage investigation of the utilization of organization promoting assets and the subsequent presentation increments. What's more, see interchange employments of assets as estimated against possible advantages to ensure organization assets are being utilized to the best favorable position.

### **3.1 Segmentation**

Segmentation is the division of a business into divisions that may include separate products or commercial services and have different requirements, features, or compartments.

#### **3.1.1 Segmentation Strategy of SPIDER DIGITAL SECURITY**

SPIDER DIGITAL SECURITY's segmentation is mainly demographic, behavioral, and geographic market segments. The following is given.

#### **3.1.2 Demographic Segmentation**

SPIDER DIGITAL SECURITY mainly defines profits by splitting the market into different groups of income. Spider digital security target age, the income-based customer. Those type of people who need this type of cybersecurity service.

#### **3.1.3 Behavioral Segmentation**

SPIDER DIGITAL SECURITY divides the world market of consumers in international countries, first time buyers, customers with references, potential customers.

#### **3.1.4 Geographic Segmentation**

SPIDER DIGITAL SECURITY markets its services through the use of regional segmentation. In different campaigns, it uses the local and international sectors in its industry. In geographic segmentation Spider digital security target all over Bangladesh. Still, now they have project Chittagong, Gazipur, purbachal under the CBF project.

### **3.2 Targeting**

#### **Differentiated Marketing:**

SPIDER DIGITAL SECURITY uses different marketing blends in its services, such as content filtering and content blocking have different types of marketing mixes.

Spider digital security is an IT-based company. There has government target marketing. They try to catch government projects. There applies different marketing. They contact higher management authority. Spider Digital Security Target government project. For example, their current project client is NTMC (National Telecommunication Monitoring Center) this

organization is under the government. Spider Digital Security always targets those business holders who need cybersecurity.

### 3.3 Positioning

A situating articulation is a compact portrayal of your objective market just as a convincing image of how you need that market to see your image. ... Each item and showcasing choice you make concerning your image needs to line up with and uphold your situating explanation. For customer end spider digital security positioning for cybersecurity. For positioning segment-first thing of spider digital security they have enough R&D, expertise employee.

### 3.4 Service Marketing Mix

Service marketing refers to business to customer and business to business. Spider digital security their service marketing is (B2C) and (B2B). Spider digital security has a client NTMC. National telecommunication monitoring center they are a business holder. There has Business to Business. There is also business to customer service marketing.



The photo above is a basic example of the components in a marketing mix. In industries, it was said numerous times that an enterprise commits entrepreneurial suicide and that the business inevitably fails when it does not properly know the target market and discovers

exactly what the company wants. The marketing mix is mainly related to traditional marketing 4Ps, as previously noted

As mentioned previously, the marketing mix is mainly linked to the 4Ps of traditional marketing and the extended 8Ps of service marketing.

### **3.4.1 Product**

A product is designed or constructed to satisfy a particular group of needs. The product may be immaterial or tangible as service or goods may be. The product life cycle involves the stage of growth, maturity, and distribution duration. Marketing companies will reinvent their goods to increase demand as sales fall.

In SPIDER DIGITAL SECURITY, we provide two products:

#### **i. Content filtering**

Content sifting works by determining content examples –, for example, text strings or items inside pictures – that, whenever coordinated, show an unwanted substance that will be screened out. A substance channel will at that point block admittance to this substance. Spider digital security provides content filtering under the CBF project. Any cyber-attack by content filtering search the enemy and find out them. Anyone can cyber-attack by WhatsApp then by content filtering found the WhatsApp and stop crime.

#### **ii. Content blocking**

Spider digital security they are providing content blocking. Content blocking is the second step in content filtering. By CBF project spider digital security stop cybercrime. When anyone tries to cybercrime by Facebook. Then, they find out about them and blocked their Facebook.

### **3.4.2 Price**

The price of the product or service is simply the amount of money that customers pay for. Price is an integral part of the marketing mix concept. The company's profits and profitability are also a very important part of a marketing strategy. It is also very critical as it decides the income and success of the business in a marketing plan. It is simply a touch place. But. However. It is doubtful that a company would pay a high price if it has not made a name for itself and is new to the market. Price also relates to influencing customer perceptions of the commodity. It should always be borne in mind that a low price usually means a lower consumer good than a competitor. As a consequence, very high prices ignore the advantages to customers and thus make their money less than value. They shall also track the expense and resources of rivals.

While determining the costs of the goods, advertisers will take into account the relative value of the product. The above are the three primary pricing strategies: premium escalation, sector skimming pricing, and favorable pricing.

Spider Digital Security keeps a lower price by doing competitor analysis and tries to make the hard competition of its competitors in the cybersecurity industry.

In SPIDER DIGITAL SECURITY, we provide at the prices below:

Spider digital security they have a CBF project with the national telecommunication monitoring center. This project value \$17000000. Spider digital security when they got project fixed amount of the project value. Then R&D and day by day added many various devices and in added amount.

### **3.4.3 Place**

Where and how customers receive services at the right time and in the right place to achieve maximum business profit is decided by Place Mix. Customers can get service online, over the phone. Spider digital security always got the customer by tender drop. It's a cyber-security business so, Spider digital security gives services by Ethernet.

#### **Zero Level Channel:**

SPIDER DIGITAL SECURITY has to follow the direct channel or zero level channel as it does not need any intermediary.

### 3.4.4 Promotion

Promotion in marketing relates to any type of communication in which target markets are told or persuaded of the relative merits of a good, service, brand, or problem. Promotion is aimed at increasing recognition, generating interest, revenue, or building brand loyalty.

In the marketing mix, promotions have become a critical factor. We need to understand them inside and learn about the most efficient distribution and positioning channels that speak to our market directly. A business will sell the goods and USP to the consumer. In this competitive environment, it is what holds things healthy. The promotion mix decides on the techniques, strategies, and media used for marketing communication. The medium consists of:

- Advertising
- Branding
- Personal Selling
- Sales Promotion
- Public Relations
- Direct Marketing, and
- Digital Marketing



The above picture is a simple picture of the elements of the promotional mix of SPIDER DIGITAL SECURITY. It consists of:

- **Branding**

SPIDER DIGITAL SECURITY has been working from the beginning for both organizational branding and category branding. SPIDER DIGITAL SECURITY encourages people in its social media content to adopt cybersecurity and to write up information and to organize free seminars. Only SPIDER DIGITAL SECURITY focuses on category branding and in this field he already has an increased strategic face value.

- **Direct Marketing**

SPIDER DIGITAL SECURITY frequently generates videos, posts, and stories which motivate potential customers. Spider digital security follows online, mount to mount marketing. The higher authority, they got a customer and many projects.

- **Sales Promotion**

SPIDER DIGITAL SECURITY pursues push-and-pull tactics to promote sales.

A Push Marketing Strategy is a method by which a company tries to make the services available to the public. The goal of a marketing drive campaign is to use different aggressive marketing strategies to "transfer" its products and services from a customer's point of view.

Spider digital security they gave sales promotion on any occasion, they arrange many events for sales promotion.

The strategy to pull marketing relates to a method in which a corporation boosts consumer demand and drives buyers to the commodity. Customers want a specific product to execute marketing strategies. A pull marketing strategy can be used either alone or in combination with a push marketing. In a pull-marketing strategy, the purpose is to hunt for a commodity aggressively and get distributors to stock the item to respond to the customer's direct demand.

For example, SPIDER DIGITAL SECURITY emphasizes adopting cyber securities to internet-friendly countries and people.

- **Digital Marketing**

The use of the Web, mobile devices, social media, and other search engines to attract customers was digital marketing. Digital marketing. SPIDER DIGITAL SECURITY utilizes marketing strategies for social media. Social media marketing (SMM) is an internet marketing method used as a marketing tool for social networking websites. The goal of SMM is to build content that enhances the awareness of the brand and attracts users via its social network. Spider digital security they marketing on Facebook. They try to reach the customer through social media.

SPIDER DIGITAL SECURITY has a Facebook page and a channel for YouTube. Most of their clients are influenced by their content on their website or their channel. There have many contents such as network security, advance switching with cisco, MPLS (multiprotocol label switching traffic engineering)

### **3.4.5 People**

SPIDER DIGITAL SECURITY has very efficient and expert instructors to train up the employees about digital security and there is a strong fan base of this firm. The performance of its employees shows that they are the right person to provide these kinds of fine services. Also, the clients of SPIDER DIGITAL SECURITY become a fan of it for its personalized services that they refer to others to take service from SPIDER DIGITAL SECURITY when it comes to their turn. Thus, SPIDER DIGITAL SECURITY gets competitive advantages over its rivals. Spider digital security their personalized service is one kind of training. Spider digital security when they finish up their project, they train up their client for better understanding.

### **3.4.6 Process**

The systems and processes of the organization affect the execution of the service. SPIDER DIGITAL SECURITY must therefore ensure that it has a well-designed cost reduction system. The entire sales process, pay system, distribution system, and other operational processes and measures could be used to ensure an effective running company. Tweak and upgrades could "close up" a company later, minimizing costs and maximizing profits.

### **3.4.7 Physical Evidence**

As SPIDER DIGITAL SECURITY is primarily a cyber-security provider and has provided both online and offline evidence of its provided services, it tries to know exactly what its impact is on the market at once. It has manipulated its market image to such a degree that its name is recognized first in the line when a client is asked to "name a cyber-security provider" in its niche or industry.

### **3.4.8 Productivity and Quality**

As a leading firm in its field, SPIDER DIGITAL SECURITY can provide service within the shortest possible time, and also it is getting an increased number of customers throughout the world. Spider digital security they provide quality service. When they got work from the client they first work on R&D. spider digital security has the R&D sector. They work on customer preference then they serve the service to the customer.



**CHAPTER 4**

**PROBLEMS, RECOMMENDATIONS,  
AND CONCLUSION**

#### **4.1 Problems Identified**

- Employees work as a team for SPIDER DIGITAL SECURITY but they cannot perform to their fullest because of the lack of training.
- SPIDER DIGITAL SECURITY has insufficient employee issues and consequently, it cannot open more branches in Bangladesh.
- SPIDER DIGITAL SECURITY is yet to work more on research and development since it is a new market challenger.
- SPIDER DIGITAL SECURITY does not have its own purchasing office to operate to reduce operating costs.
- SPIDER DIGITAL SECURITY doesn't have a marketing team.
- SPIDER DIGITAL SECURITY lack of digital marketing.
- SPIDER DIGITAL SECURITY they don't focus on marketing.

#### **4.2 Recommendations**

- SPIDER DIGITAL SECURITY should emphasize employee training on security, filtering, and customer service.
- SPIDER DIGITAL SECURITY has to set several branches to expand the business.
- SPIDER DIGITAL SECURITY should recruit more employees based on operational demand. Full-time employees should be sought or the current employees can be offered to continue for full time.
- SPIDER DIGITAL SECURITY should run R&D activities on content blocking, new devices, and customer service to cope up with the current market situation.
- SPIDER DIGITAL SECURITY should either try to have more flexibility from their office owner to decorate the organization as recommended for better physical evidence and reliability.

### **4.3 Conclusion**

I have learned from my experience that SPIDER DIGITAL SECURITY is a functioning organization that is active. As an employee of SPIDER DIGITAL SECURITY, I developed a company which is more competitive and ultimately leads the industry. Since SPIDER DIGITAL SECURITY has to upgrade its results, role, timeliness, quality, and power. I could do this; the enterprise is sufficient for clients but must facilitate consumers ' unambiguous needs. It's very good for me to contact SPIDER DIGITAL SECURITY because with this kind of company I have an important business deal. This is much larger than the books I saw on earth. Moreover, it has let me know how a company manages and achieves its marketing process. In my future career, I have been engaged incautious things that are most important.

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